



Self-Marketing for Developers



Julien Landuré

Julien Landuré

TechTown 

GDG Cloud & DevFest Nantes

GDE Cloud

Organisateur de TechReady 

jlandure.dev

Tech
Ready

TechReady

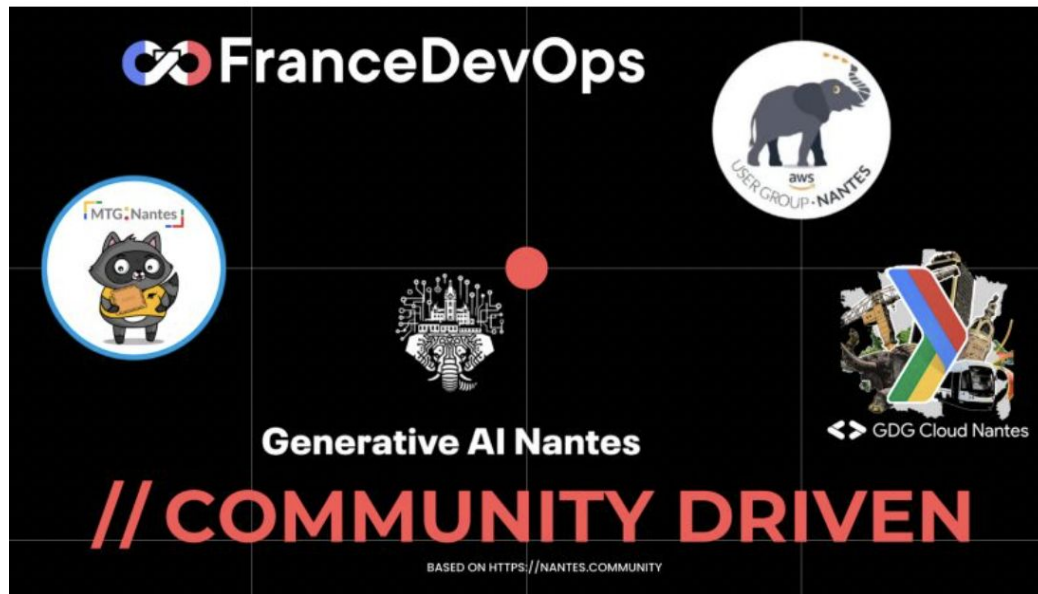
<https://conference-hall.io/techready>

Le Cloud et l'IA transforment notre monde à une vitesse fulgurante.

👉 ****Êtes-vous prêt à saisir cette révolution ?****

TechReady est un événement rassemblant plusieurs communautés : AWS Nantes, GDG Cloud Nantes, Gen AI Nantes, France DevOps, MTG Nantes.

Partageons ensemble les nouveautés et les transformations qu'apportent le Cloud & l'IA à travers de retours d'expérience concret d'entreprises innovantes.



PUBLIC
MARKET

A large, vintage-style sign for 'PUBLIC MARKET' is mounted on a dark metal frame. The letters are red and three-dimensional, with a slightly weathered appearance. The sign is composed of two rows: 'PUBLIC' on top and 'MARKET' below it. The frame is made of dark metal beams and cross-bracing. The background is a clear blue sky with some light, wispy clouds. The sign is positioned at an angle, making it appear to be looking up at it.

Why



Content Marketing

Social Media Marketing

Inbound Marketing

**#1 Create
great content**

Medium



Blogposts

Vidéos

Podcasts

Talks

Customer/Side Projects

OSS Contributions

StackOverFlow

Share



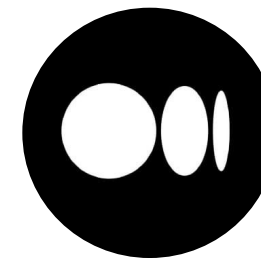
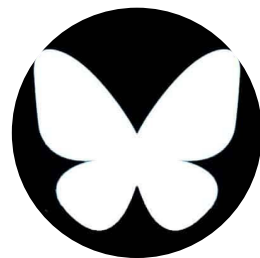
Tech news

Best practices

Ideas

Feedbacks

Events





Chrome File Edit View History Bookmarks People Window Help

Yes, You Should Write that Blog x

https://www.alispit.tel/blog-talk/#/why-you-should-blog

Why Blog?

- Reinforce your knowledge on topics.
- Demonstrate your knowledge.
- Build a community and meet other people who have similar interests to your own.
- Challenge yourself and keep yourself accountable.
- Help people who are learning the topic you are blogging about!

DEV

@aspittel

**#2 Become
confident**



Strong conviction



André Staltz

WHAT HAPPENS WHEN YOU BLOCK INTERNET GIANTS

26 JAN 2017

Some months ago I decided to put an end to how much internet giants such as Google and Facebook own my personal data. I blocked my computer from talking directly to their servers, I moved my email and calendar elsewhere. Essentially the more I can avoid any interaction with them, the better.

Community Recognition



#218 — JULY 5, 2018

READ ON THE WEB

Golang Weekly



► [Containers From Scratch](#) — If you want 40 minutes of talk about

<https://golangweekly.com/>
Join 26543 other subscribers today.

[Go 1.11: WebAssembly for the Gophers](#) — In a similar spirit to [Brian Ketelsen's article](#) last week, here's a practical look at writing your first Go program that targets the WebAssembly runtime.

NICOLAS LEPAGE

[How To Reduce the Risks Of Continuous Delivery](#) — Continuous Delivery brings a lot of benefits, but deploying to production can be filled with

CORE VALUES



Excellence, Community, Growth, Balance, Integrity, Hope, Innovator, Builder



Benjamin Petetot

bpetetot

Nantes, FR

Open source advocate at Zenika, I'm also a meetup and conference organizer (DevFest Nantes).

I have created **Conference Hall** as a call for paper SaaS platform opened to events all around the world.

The platform is fully open sourced but has to be hosted and use several third party services (Firebase, Mailgun and Algolia). To stay free we need some help to pay these services 🚀

Thanks 😊

<https://conference-hall.io>

5 sponsors



Featured work



bpetetot/conference-hall

An open SaaS platform to manage call for papers



JavaScript

☆ 93



bpetetot/blog

My personal blog



JavaScript

☆ 3

Sponsoring as  jlandure



For each tier you'll receive a badge that shows @bpetetot you're a sponsor. Hover over your avatar to see.

Select a tier

\$1 a month

Select

Support my work in open source projects 😊

Current sponsorship

\$5 a month

Manage

This sponsor tier helps to host **the current events on Conference Hall**

\$10 a month

Select

This sponsor tier will help to **keep the platform free** for all organizers

\$20 a month

Select

This sponsor tier will help to **grow in international** having more events and speakers.

Community activities

[→ Go to Activity Stream](#)

Content creation

25.4k
readers

41
submitted

Public speaking

6.7k
attendees

100
submitted

Workshop or mentoring

1k
attendees

47
submitted

Stories

4.3k
impact

3
submitted

GitHub activities

246
forks

1.9k
stars

25
watching

1
submitted

YouTube activities

5
comments

30
likes

5.7k
views

2
submitted



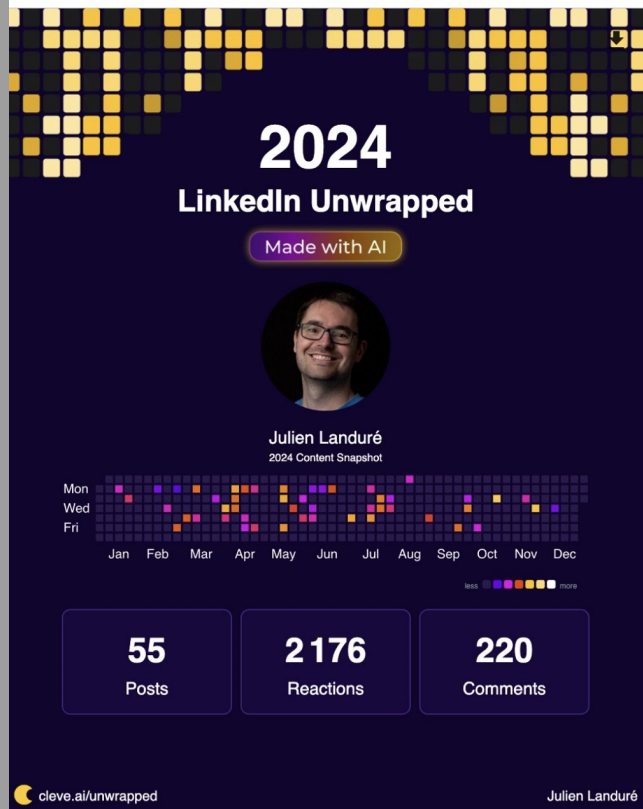
Julien Landuré · You

GDE Google Cloud, Google Cloud 5x certified, Google Cloud offi...

1w · 🌐

The FOMO is real! After seeing the unwrapped of many of my friends here on LinkedIn, I decided to give it a try!

👉 TOP 0,025% of LinkedIn users !? 😊 ...more



cleve.ai/unwrapped

Julien Landuré

Reda Hammadi and 17 others

3 comments

**#3 Increase
your visibility**

Virtual

Get a “pretty” avatar

Content in english

Be kind

Help others



Talk



GitHub



Evan You

yyx990803

Follow

Sponsor

Husband, father of two, independent OSS dev. @vuejs, @vitejs, @rolldown, and more. Connoisseur of sushi.

~ 103k followers - 98 following

📍 Singapore

🌐 <http://evanyou.me>

🐦 @youyuxi

Sponsors



Sponsoring



Achievements



Organizations



Julien Landuré

jlandure

Follow

Sponsor

Google Cloud Trainer, DevFestNantes Organizer, @GDG-Nantes Leader, Cloud @GoogleDeveloperExperts

~ 72 followers - 1 following

📁 @techtown-fr

📍 Nantes, France

🕒 15:03 - same time

🌐 <https://jlandure.dev/>

🐦 @jlandure

📺 in/jlandure

🐦 @jlandure.dev

Achievements



Highlights

🏆 Developer Program Member

Organizations



Youtube



Rechercher



Trier Tous Vidéos Shorts



Talks

de Julien Landuré

Playlist • Publique • 43 vidéos • 273 vues

SpeakerDeck: <https://speakerdeck.com/jlandur...plus>

Tout lire



[Keynote] - Level up ta conf : 12 ans d'aventure au DevFest Nantes

DevQuest • 103 vues • il y a 7 mois



Recap Google Next + Pipeline RAG

GDG France • 89 vues • il y a 7 mois



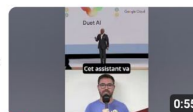
Recap Next 2024 @ GDG Cloud Nantes

GDG France • 137 vues • il y a 9 mois



NightClazz Zenika Nantes - Soirée Green IT

Zenika TV • 57 vues • Diffusé il y a 10 mois



On vous résume la Keynote produit de la Google Cloud Next en 1 minute !

Zenika TV • 99 vues • il y a 1 an



Slides



Pierre-Yves Aillet

pyaillet

Decks

All Languages ▾

Cilium: one firewall 🔥 to secure them all

Pierre-Yves Aillet @pyaillet
Eric Briand @eric_briand

Standards & Craftmanship

Cilium: a firewall 🔥 to secure them all

pyaillet

☆ 0 👁 240

Cilium: one firewall 🔥 to secure them all

Pierre-Yves Aillet @pyaillet
Eric Briand @eric_briand

DEVEX France

Cilium: one firewall 🔥 to secure them all

pyaillet

☆ 0 👁 84

Comment étendre Kubernetes

GDG Lille
12 mars 2019

Comment étendre Kubernetes ?

pyaillet

☆ 1 👁 130

LINUX KIT

Le linux façon IKEA

Pierre-Yves Aillet @pyaillet
Eric Briand @eric_briand

DEVEX France

Linuxkit : le linux façon ikea

pyaillet

☆ 1 👁 210

LINUX KIT

Le linux façon IKEA

Pierre-Yves Aillet @pyaillet
Eric Briand @eric_briand

Linuxkit : le linux façon ikea

pyaillet

☆ 1 👁 70

Métrieologie et Alerting

Avec Prometheus et Grafana

Pierre-Yves Aillet @pyaillet
Yoan Rousseau @yoan_rousseau

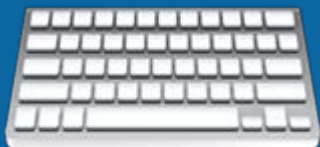
zenika

Métrieologie et Alerting avec Prometheus et Grafana

pyaillet

☆ 1 👁 420

SEO



Touraine Tech

<https://2023.touraine.tech> · speaker · Translate this page

Touraine Tech 2022 - Pierre-Yves Aillet

Passionné d'informatique, Pierre-Yves travaille depuis 15 ans sur des technologies variées allant de Go à Rust en passant par Python.



Devfest Nantes 2022

<https://devfest2022.gdgnantes.com> · ... · Translate this page

Pierre-Yves Aillet - Devfest Nantes 2022

Passionné d'informatique, Pierre-Yves travaille depuis 15 ans sur des technologies variées allant de PHP à Java en passant par Javascript.



x.com

<https://x.com/pyaillet> ·

pyaillet @pyaillet@piaille.fr (@pyaillet) / X

Je n'avais pas fait une réel #introductions Bonjour, je suis Pierre-Yves, un nantais passionné d'informatique, système et réseau. Je fais également de la ...



Blog Zenika

<https://blog.zenika.com> · pyaillet · Translate this page

Pierre-Yves Aillet

Cette série d'articles vous propose un regroupement des Write-Up (version rédigée des solutions) des épreuves que j'ai réussies lors du challenge Brigitte ...



LinkedIn · Pierre-Yves Aillet

50+ reactions · 1 year ago ·

Pierre-Yves Aillet - Professional Cloud Network Engineer

Pour commencer l'année, j'ai passé la certification Professional Cloud Network Engineer et je l'ai eue ! Certainement la plus dure parmi les ...



Meetup

<https://2020.devfest.gdgparis.com> · ... · Translate this page

Pierre-Yves Aillet - DevFest Paris 2020 - GDG Paris

Passionné d'informatique, Pierre-Yves travaille depuis 15 ans sur des technologies variées allant de PHP à Java en passant par Javascript.



GitHub

<https://github.com/pyaillet> ·

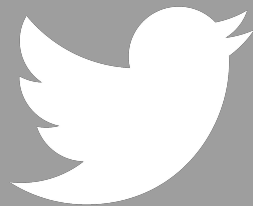
Pierre-Yves Aillet pyaillet

I'm Pierre-Yves Aillet, a **Software Engineer from Nantes** (France). My interests are on low level stuffs like Linux, eBPF, Docker, Kubernetes, .



Emma Wedekind 

@EmmaWedekind



How to get followers:



Be yourself



Post consistently



Be optimistic



Engage with the community



Don't focus on numbers

[Traduire le Tweet](#)

9:45 AM · 11 juil. 2019 · [Twitter for iPhone](#)

54 Retweets **706** J'aime



Zenika Nantes

@ZenikaNantes

Following



📢 Matinale @ZenikaIT sur #VueJS avec
@_bruno_b_ @FranckAbgrall

🚀 Au programme

👉 VueJS en 2019

👉 Son écosystème

👉 Focus sur les optimisations

👉 REX GIE U IRIS sur sa mise en place

🎓 Formez-vous à VueJS 👉

[training.zenika.com/fr-fr/training ...](https://training.zenika.com/fr-fr/training...)

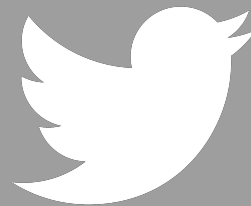
@vuejsamsterdam

[Translate Tweet](#)



9:43 AM - 28 Feb 2019 from Nantes, France

8 Retweets 10 Likes



Tweets
3,644

Following
5,829

Followers
10.9K

Likes
61.7K

Lists
3

Moments
2

As a Speaker



“ I’m working on a talk about Y.

What do you think?

“ I submitted to @voxxedsingapore

“ I’ve been accepted! Thanks @voxxedsingapore

“ I’ll be @voxxedsingapore tomorrow.

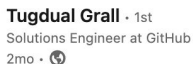
Come to see me and discuss about Y

“ It was a great event. Here is my slides and
links to Y. Available to discuss”

“ Thanks to the organizing team...

“ My video @voxxedsingapore is out!

“ My article about Y is ready.



Victoria C. and I had the chance to visit some amazing places, including a guided tour of Bangalore city center and the stunning Mysore Palace 🏰. The rich history and culture left me in awe!

- 👉 How **#GenAI** and **#Copilot** are empowering developers (and all IDE users) in their daily work.
- 👉 Its integration into the **#GitHub**, helping with tasks like code reviews, code understanding, and much more.
- 👉 The importance of **#DevSecOps**, shift-left security, and automation to build better and safer software.

Here are some pictures from my trip—both from the visits and the amazing teams I met. Looking forward to continuing these great conversations! 🍷

#TechCommunity #GenAI #Copilot #DevSecOps #GitHub #IndiaTrip



Recent



Frédéric Harper reshared your post



38s

Pretty cool, Julien who was inspired by my book, is giving a talk on the topic!

ting for Developers

curieux et passionnés dans les commur
enter nos idées et challenger l'existant :
à l'extérieur ? Quelles sont les bases po
ist de présenter quelques concepts du 5
us développeur.



Hey! je parle d'un sujet non-tech ce soir
au NantesJS : le Self-Marketing pour les



Frédéric Harper and 2 others reacted to your post



42s

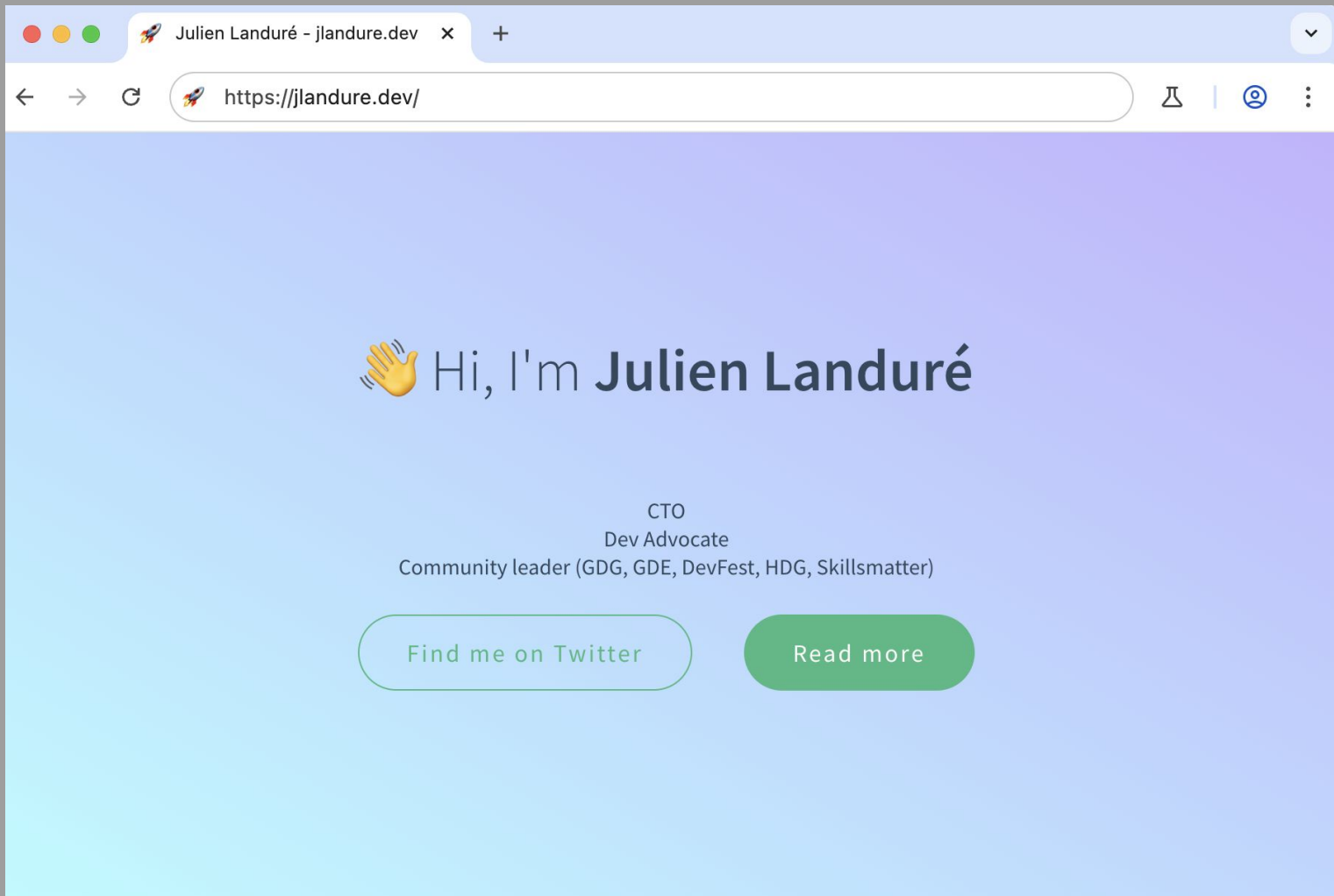
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us développeur.



Hey! je parle d'un sujet non-tech ce soir
au NantesJS : le Self-Marketing pour les

3 Reactions • 1 Comment





#4 Be connected

Networking

**Attend the events of
your expertise domain**



Google Cloud Next 2024: new location, new guide



Julien Landuré

Published in Google for Developers EMEA · 6 min read · Mar 5, 2024



53



I had the opportunity to travel to San Francisco many times for Google I/O or Google Cloud Next. This year, Google Cloud Next will take place at the Mandalay Bay Convention Center in Las Vegas, offering a fresh location and exciting new discoveries.

Networking



Co-speaking / Mentoring





Google Julien,

Nous espérons que vous allez bien.

Nous aimerions vous solliciter pour l'ouverture en **Keynote** du **DevFest Afrique Francophone** qui se tiendra les **27 et 28 Septembre** prochains.

Le *DevFest Afrique Francophone* est l'événement phare des communautés Google en générale et des communautés francophones en Afrique en particulier.

Votre parcours et vos réalisations sont une source d'inspiration pour toute nos communautés. Nous serions honorés de vous compter parmi nos orateurs, et plus particulièrement pour ouvrir cet événement.

Merci de nous faire savoir votre avis. Nous serions ravis de collaborer avec vous.

Twitter **LinkedIn** **#DevFestAfriqueFrancophone**

Cordialement,

Louis de la Team **GDG Afrique Francophone**

Co-Lead **GDG Cloud Abidjan**

Regularly

noopkat Vidéos 0 Clips ...

Catégorie : Science et technologie Événements

Suivre S'abonner

**HUGO
DÉCRYPTE**
ACTUS DU JOUR



HugoDécrypte - Actus du jour ✓

@hugodecrypteactus • 3,17 M d'abonnés • 3,5 k vidéos

Chaque jour du lundi au vendredi, sur cette chaîne, un résumé et une analyse de l'actualité ...plus

[instagram.com/hugodecrypte](https://www.instagram.com/hugodecrypte)

S'abonner

software at @stripe • datasheets are my catnip • open source hardware + IoT • full stack developer • coding streamer • she / her

outer space noopkat.com A rejoint Twitter en septembre 2007

4 807 abonnements 41,9 k abonnés

Brand



J-Francois GARREAU

@jefbinomed

Following



En direct de la #sfeirschool speaker de
@SFEIRLille

Translate Tweet



11:52 AM - 6 Mar 2019 from Lomme, France

3 Retweets 24 Likes



Community

MVP (Most Valuable Professional) - Microsoft

GDE (Google Developer Expert)

AWS Heroes

Docker Captain

CNA (Cloud Native Ambassador) - CNCF

~~**Mozilla Tech Speakers**~~

Java Champions

Confluent Community Catalyst

StackOverFlow Trusted User

AppWrite Heroes

GitLab Heroes

...

Be the reference... and play with it



Kelsey Hightower
kelseyhightower

Follow

22.6k followers · 13 following

Washington

kelsey.hightower@gmail.com

@kelseyhightower.com

Achievements



Popular repositories

nocode

Public

The best way to write secure and reliable applications. Write nothing; deploy nowhere.

● Dockerfile ☆ 61.4k 🍴 4.7k

confd

Public

Manage local application configuration files using templates and data from etcd or consul

● Go ☆ 8.4k 🍴 1.4k

kube-cert-manager

Public

Manage Lets Encrypt certificates for a Kubernetes cluster.

● Go ☆ 1.1k 🍴 134

kubernetes-the-hard-way

Public

Bootstrap Kubernetes the hard way. No scripts.

☆ 42.1k 🍴 14.4k

envconfig

Public

Golang library for managing configuration data from environment variables

● Go ☆ 5.1k 🍴 385

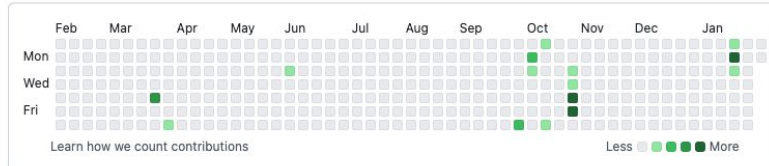
intro-to-kubernetes-workshop

Public

Intro to Kubernetes Workshop

☆ 1k 🍴 350

61 contributions in the last year



2025

2024

2023

2022

2021

Thank

Tweet Activity

Julien Landuré @jlandure

I used to

1/ create **#Docker** img to fit my needs 🖥️

2/ publish it into opensource project on **@github**

3/ build public automated img on DockerHub 🚀

📢 Thanks **@jessfraz** for the seccomp file to configure
Chrome Headless into an Alpine image! 🙌🙌

Have a look <https://hub.docker.com/r/zenika/alpine-chrome/> ...



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Impressions 17,331

Total engagements 467

Link clicks 259

Likes 100

Detail expands 56

Profile clicks 36

Retweets 13

Replies 2

Hashtag clicks 1

**#5 Engage
your network**

REPUTATIONS LAST LONGER THAN ROLES

(ALSO KNOWN AS THE DON'T BE A JERK RULE)



TECH
ROCKS



Engage



“Call-to-actions”

Landing page / Portfolio

Understand your followers

Ping



Contact Culture

Create Ambassadors



David Gageot

@dgageot

Following



. @estelandry rocking on stage! This talk needs a bigger room! I couldn't enter!
#DevFestNantes (with a picture this time)



3:14 PM - 18 Oct 2018

5 Retweets 22 Likes



Cons

Establishing Your Personal Brand - with Cassidy Williams

Cassidy Williams talks about the power that comes with establishing your personal brand.

Cassidy Williams is an engineer at Codepen. In the last five years, Cassidy has worked for five companies. She had left each on her terms as she learned through experience what she wanted and didn't want. Figuring out what you like and what you don't like is critical for ending up somewhere that you're happy with, Cassidy calls this establishing your personal brand. The term "personal brand" has negative connotations to it, it seems unauthentic, but really what it means is figuring out who you are and making that public, it's as authentic as you make it.

Pros

Do what you love!

**# Make people want to
work with you**

Help your network

**# Develop your
organization brand**

To sum up

HOW TO BOOST YOUR DEVELOPER CAREER



Wassim Chegham @manekinekko · 18 avr.

How to boost your Developer career:

- ★ Revisit your Why
- ★ Share your Story
- ★ Start blogging
- ★ Create an online portfolio
- ★ Build the right network
- ★ Leverage social media
- ★ Ask for testimonials
- ★ Be Yourself!

HOW TO BOOST YOUR DEVELOPER CAREER

1

REVISIT YOUR WHY

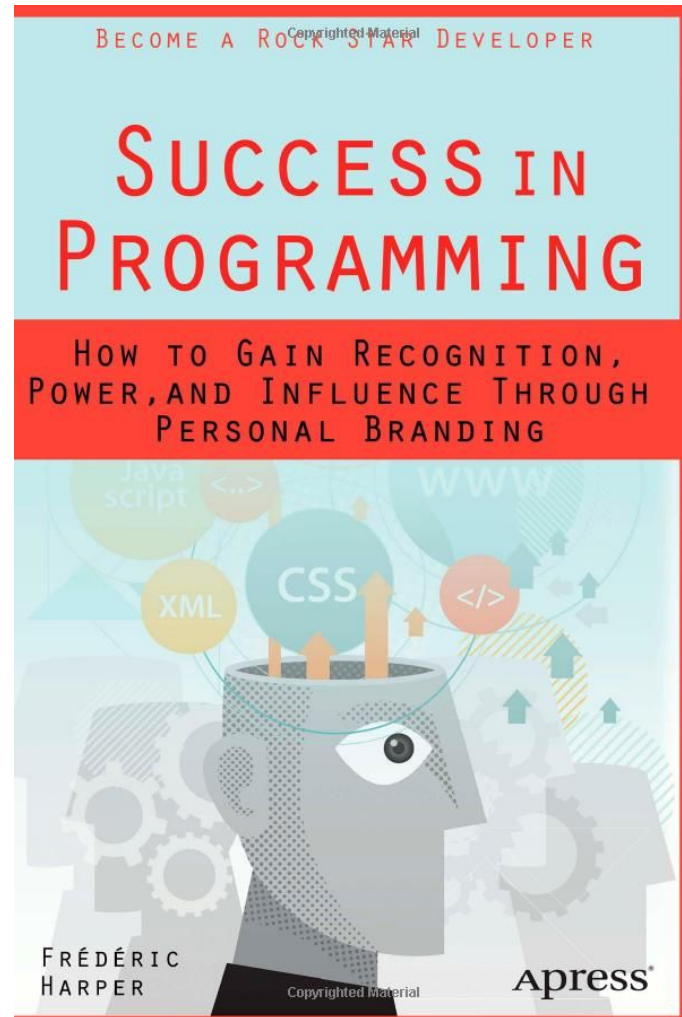
2

SHARE YOUR STORY



To be continued

...



Thanks



Julien Landuré

jlandure.dev

Questions?